



B-Tech Promotion

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FOR IMMEDIATE RELEASE

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B-Tech AV Mounts strengthen UK team with the appointment of Daniel Horan

B-Tech AV Mounts have expanded the team at their UK office in Daventry with the appointment of Daniel Horan in the role of Project Manager.

Drawing on 10-years of experience in the AV mounting industry, in roles ranging from design, marketing and brand management right through to technical sales and key account management, Daniel will primarily oversee B-Tech's custom design projects as the customer's first point of contact and liaison to B-Tech's in-house design, engineering and manufacturing teams, who will tailor a mounting solution according to requirements.

Despite the current global situation and its effects on the AV industry, B-Tech's custom project business continues to be buoyant, particularly with the growing demand for large-scale DVLED installations. Daniel's familiarity with design processes and his technical knowledge of mounting, combined with his experience of account management, makes him ideally placed to support B-Tech's customers in this area of the business.

Following his appointment, Daniel said: "Despite previously working for a rival bracket brand, I was always on friendly terms with B-Tech and viewed them as a very competent and highly regarded adversary. Now, I'm delighted to have joined their ranks and am really looking forward to working on new and exciting projects as part of this dynamic, growing team."

Mark Walker, B-Tech's Director of Operations in the UK said: "We are thrilled to welcome Daniel to the B-Tech team. We take great pride in our reputation for delivering a fast, efficient and reliable service to our customers and Daniel's knowledge and helpful attitude will ensure that the increasing number of large-scale projects are serviced with the time and dedication that they deserve."

Daniel takes up his role with immediate effect and can be contacted at dhoran@btechavmounts.com

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About B-Tech AV Mounts

B-Tech AV Mounts is an industry leading brand of professional AV mounting solutions which are recognised worldwide for their reliability, robustness, ease of install and design aesthetics. Established in London in 1972, B-Tech is a global organisation with offices and distribution centres located across the globe, providing customer support that combines all the benefits of a global organisation with the focused, dedicated approach of a personal, localised service. B-Tech mounting solutions cover all AV requirements ranging from small, single screens to large format displays, projectors, speakers, interactive touchscreens and UC equipment, as well as large, multi-screen video walls and digital signage. Designed to stringent TUV and UL safety standards by our in-house team of engineers in the UK, B-Tech products are available as wall or ceiling mounts, desktop stands or as freestanding, mobile or bolt-down floor stands. Previous winner of the sought-after AV Manufacturer of the Year crown, B-Tech AV Mounts products are found in prestigious hotels, shopping malls, government facilities, corporate offices, sports stadia, restaurants, airports and conference facilities worldwide.

As part of the B-Tech International Group, the B-Tech AV Mounts brand is accompanied by the following sub-brands; System X, Mode-AL, System 2, Ventry and System V and operates out of the following locations worldwide; UK, Belgium, Germany, Spain, Dubai, USA, China, Singapore, South Korea and Vietnam. These offices and distribution centres are supported by a global network of authorised distributors and dealers, making B-Tech AV Mounts products available in more than 100 countries worldwide.

For more information, please call **+44 (0)1327 300787** or visit www.btechavmounts.com